



**SMALL BUSINESS ADVISORY BOARD (SBAB)
MEETING MINUTES**

October 20, 2017

Central Library
Mary Hollis Clark Conference Center
330 Park Blvd.
San Diego, CA 92101

| BOARD MEMBERS PRESENT | BOARD MEMBERS ABSENT |
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| Dr. Ruben Garcia Edward Barbat Gary Peterson Justin Fortier | Catherine Arambula Antonio Barbosa Joseph Fox Michelle Gray Guy Hanford |

| CITY STAFF |
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| Elizabeth Studebaker – Neighborhood Investment Manager Jocelyn Maggard – Business Development Specialist Daichi Pantaleon – Business Development Officer |

1. Welcome & Call to Order:

Dr. Ruben Garcia, Chair of the Small Business Advisory Board, called the meeting to order at 9:10 A.M.

2. Approval of Minutes:

Due to a lack of quorum, the approval of the minutes from the Sept. 15, 2017 meeting was tabled until the November 17th meeting.

3. Public Comment:

Rachel Fischer, Director with the San Diego Contracting Opportunities Center (PTAC), provided an update on the Small Business Enhancement Program outcomes for the first quarter.

4. Administrative Items:

A. Board Administrative Items and/or Non-Agenda Comments: There were no comments.

- B. Requests of Agenda Revisions (continuances, changes in order, etc.):** There were no requests.
- C. Development Services Department Technical Advisory Committee (TAC):** There was no update given.
- D. Economic Development Department- Liaison Report:** Elizabeth Studebaker spoke about several programs and initiatives led by the Economic Development Department: Urban Agriculture Incentive Zone, Placemaking, Business Walks and Storefront Improvement Program.

Economic Development staff attended a meeting of the County Board of Supervisors to support the resolution of an ordinance to create an Urban Agriculture Incentive Zone program. The program encourages San Diego property owners who have vacant lots to be converted to community gardens or urban farming and for a reduction in property tax in return. The next step will be to bring this program to city council for approval scheduled for November 7, 2017.

Placemaking projects helps to create the identity of a district or block. These projects are implemented by community based and small business organizations to encourage more pedestrian traffic and commerce. Examples of Placemaking projects are intersections with murals painted on street, installation of twinkling lights on tress, installation of benches and decorative recycling bins. Economic Development Department is scheduled to present to City Council on November 7, 2017. This amendment has received general support by the community.

The next Business Walk is scheduled for Thursday, November 16th in the Adams Avenue Business Improvement District. The East Village Business Walk will be in the spring of 2018. Volunteers are welcome.

The Storefront Improvement Program provides design assistance and financial incentives to small business owners who wish to make a creative change to their storefronts. These changes can include new signage, awnings, outside dining, and paint. This updated program application is scheduled to go online in the next few weeks. Daichi Pantaleon will oversee the implementation.

5. Startup vs. Small Business Funding Presentation:

Levi Kinnard, Economic Development Specialist of the U.S. Small Business Administration, presented information on the business cycle of an idea to becoming a startup and how to obtain financial resources for your business.

Commentary and a short Q&A session followed the presentation.

6. Connect Springboard Accelerator Program Presentation:

Steve Hoey, Vice President of CONNECT, presented on the Springboard Accelerator and Diversity and Inclusionary Programs, which works with technology, life science startups and early stage businesses to provide expert guidance, access to capital and the business tools they need.

Commentary and a short Q&A session followed the presentation.

7. SBAB 2018 Meeting Schedule

Elizabeth Studebaker provided a draft 2018 SBAB meeting schedule. The previous meeting discussion of a rotation of meeting locations provided that are easily accessible with ample parking. Once a quarter the meetings will be held at an off-site location. The first off-site meeting will be in February 2018.

8. Adjournment

The SBAB meeting was adjourned by Dr. Ruben Garcia at 10:26 A.M. The next meeting will be held on Friday, Nov. 17, 2017 at 9:00 A.M. at the Central Library, Mary Hollis Clark Conference Room, located at 330 Park Blvd., San Diego, CA 92101.